

## IN THE CLAIMS

1. (Currently Amended) A computer implemented method of customizing a product comprising:  
  
providing a set of one or more customizable product classes;  
  
receiving a request to designate a customizable product from the set of one or more customizable product classes as a customizable product instance;  
  
[[designating]] presenting a customizable product class from the set of one or more customizable products classes as the customizable product instance;  
  
providing a set of one or more component products, the set of one or more component products associated with the customizable product instance;  
  
receiving a request to associate a first component product from the set of one or more component products with the customizable product instance; and  
  
determining whether to associate the first component product from the set of one or more component products with the customizable product instance based on a predetermined set of customizable class rules.
2. (Currently Amended) The computer implemented method of claim 1 further comprising:  
  
determining not to associate the first component product from the set of one or more component products with the customizable product instance.
3. (Currently Amended) The computer implemented method of claim 1 further comprising:

determining to associate a first component product from the set of one or more component products with the customizable product instance; and

associating the first component product with the customizable product instance.

4. (Currently Amended) The computer implemented method of claim 3 further comprising:  
determining whether to associate a second component product with the customizable product instance upon the associating the first component product; and  
associating the second component product with the customizable product instance.
5. (Currently Amended) The computer implemented method of claim 1 wherein the providing a set of one or more component products includes providing a user interface for each component product.
6. (Currently Amended) The computer implemented method of claim 5 wherein the user interface includes a theme UI, a control UI, and a group UI.
7. (Currently Amended) The computer implemented method of claim 1 wherein two or more component products from the set of one or more component products are associated with the customizable product instance.
8. (Currently Amended) A machine-readable medium that provides instructions, which when executed by a set of one or more processors, cause the set of processors to perform operations of customizing a product comprising:

providing a set of one or more customizable product classes;  
receiving a request to designate a customizable product from the set of one or more  
customizable product classes as a customizable product instance;  
[[designating]] presenting a customizable product class from the set of one or more  
customizable products classes as the customizable product instance;  
providing a set of one or more component products, the set of one or more component  
products associated with the customizable product instance;  
receiving a request to associate a first component product from the set of one or more  
component products with the customizable product instance; and  
determining whether to associate the first component product from the set of one or more  
component products with the customizable product instance based on a predetermined  
set of customizable class rules.

9. (Original) The machine-readable medium of claim 8 further comprising:  
determining not to associate the first component product from the set of one or more  
component products with the customizable product instance.
10. (Original) The machine-readable medium of claim 8 further comprising:  
determining to associate a component product from the set of one or more component  
products with the customizable product instance; and  
associating the first component product with the customizable product instance.
11. (Original) The machine-readable medium of claim 10 further comprising:

determining whether to associate a second component product to the customizable product instance upon the associating the first component product; and  
associating the second component product with the customizable product instance.

12. (Original) The machine-readable medium of claim 8 wherein the providing a set of one or more component products includes providing a user interface for each component product.
13. (Original) The machine-readable medium of claim 12 wherein the user interface includes a theme UI, a control UI, and a group UI.
14. (Original) The machine-readable medium of claim 8 wherein two or more component products from the set of one or more component products are associated with the customizable product instance.
15. (Currently Amended) A computer implemented method of customizing a product comprising:  
designating a customizable product class from a set of one or more customizable products classes as a customizable product instance; and  
selecting a component product from a set of one or more component products to form a customizable product, the set of one or more component products are associated with the customizable product instance based on a predetermined set of customizable rules.

16. (Currently Amended) A computer implemented method of claim 15 further comprising selecting from a set of alternative component products to add to the customizable product, the selecting is determined by the first component product selected.
17. (Currently Amended) A computer implemented method of claim 15 further comprising selecting two or more component products associated with the customizable product class.
18. (Currently Amended) A computer implemented method of claim 15 wherein one or more component products are automatically selected upon the selecting from a set of one or more component products to form a customizable product.
19. (Currently Amended) A computer implemented method of claim 18 wherein the customizable product may be saved to a data store.
20. (Currently Amended) A computer implemented method of claim 18 wherein the customizable product contains pricing information.
21. (Currently Amended) A computer implemented method of claim 18 wherein the customizable product allows for discount pricing.
22. (Currently Amended) A computer implemented method of claim 18 wherein the customizable product includes component product information to guide a consumer in the selection of the customizable product.

23. (Currently Amended) A computer implemented method of claim 18 wherein the component product is displayed in its individual user interface.
24. (Currently Amended) A machine-readable medium that provides instructions, which when executed by a set of one or more processors, cause the set of processors to perform operations of customizing a product comprising:
- designating a customizable product class from a set of one or more customizable products
- classes as a customizable product instance; and
- selecting a component product from a set of one or more component products to form a
- customizable product, the set of one or more component products are associated with
- the customizable product class based on a predetermined set of customizable
- rules.[[:]]
25. (Original) The machine-readable medium of claim 24 further comprising selecting from a set of alternative component products to add to the customizable product, the selecting is determined by the first component product selected.
26. (Original) The machine-readable medium of claim 24 further comprising selecting two or more component products associated with the customizable product class.

27. (Original) The machine-readable medium of claim 24 further comprising one or more component products are automatically selected upon the selecting from a set of one or more component products to form a customizable product.
28. (Original) The machine-readable medium of claim 27 wherein the customizable product may be saved to a data store.
29. (Original) The machine-readable medium of claim 27 wherein the customizable product contains pricing information.
30. (Original) The machine-readable medium of claim 27 wherein the customizable product allows for discount pricing.
31. (Original) The machine-readable medium of claim 27 wherein the customizable product includes component product information to guide a consumer in the selection of the customizable product.
32. (Original) The machine-readable medium of claim 27 wherein the component product is displayed in its individual user interface.
33. (Currently Amended) An apparatus composed of logic blocks to customize a product comprising:  
a memory and a processor coupled to the memory to  
~~a first logic block to~~ provide a set of one or more customizable product classes;

~~a second logic block to receive a request to designate a customizable product from~~  
the set of one or more customizable product classes as a customizable  
product instance;

~~a third logic block to designate~~ provide a customizable product class from the set  
of one or more customizable products classes as the customizable product  
instance;

~~a fourth logic block to provide a set of one or more component products, the set of~~  
one or more component products associated with the customizable product  
instance;

~~a fifth logic block to receive a request to associate a first component product from~~  
the set of one or more component products with the customizable product  
instance; and

~~a sixth logic block to determine whether to associate the first component product~~  
from the set of one or more component products with the customizable  
product instance based on a set of predetermined customizable rules.

34. (Currently Amended) The apparatus of claim [[1]] 34 wherein the memory and the  
processor coupled to the memory are further configured to further comprising:  
~~a seventh logic block to determine not to associate the first component product~~  
from the set of one or more component products with the customizable  
product instance.



35. (Currently Amended) The apparatus of claim [[1]] 33 wherein the memory and the processor coupled to the memory are further configured to further comprising:  
an eighth logic block to determine to associate a first component product from the set of one or more component products with the customizable product instance; and  
a ninth logic block to associate the first component product with the customizable product instance.
36. (Currently Amended) The apparatus of claim [[3]] 35 wherein the memory and the processor coupled to the memory are further configured to further comprising:  
a tenth logic block to determine whether to associate a second component product with the customizable product instance upon the associating the first component product; and  
an eleventh logic block to associate the second component product with the customizable product instance.
37. (Currently Amended) The apparatus of claim [[1]] 33 wherein the memory and the processor coupled to the memory are further configured to further comprising:  
wherein the fourth logic block to provide a set of one or more component products includes providing a user interface for each component product.

38. (Currently Amended) The apparatus of claim ~~[[5]]~~ 37 wherein the user interface includes a theme UI, a control UI, and a group UI.
39. (Currently Amended) The apparatus of claim ~~[[1]]~~ 33 wherein two or more component products from the set of one or more component products are associated with the customizable product instance.